

## ABSTRACT

The invention includes a method of creating a customized product. The invention includes presenting a customizable template to a customer who then, as an customer, provides the names of peoples, pets, and places that the reader or customer is familiar with for incorporation into the book. The customer also presents to the service provider copies of images that are incorporated into the story for further customization. Once the names and images and other customizable story variations are selected by the customer, the book is then published and sent. The customized product may include a book, game, toy, business training aid, or other products, such promotional material.